



# North 94 Redevelopment Plan

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City of St. Charles, Missouri  
2004



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## **I The North 94 Redevelopment and Revitalization Committee**

The North 94 Redevelopment and Revitalization Committee was created by resolution of the City Council in October of 2003 for the following purposes:

- To bring together members of the community with a high level of knowledge concerning the business operations and market orientation of the North 94 area;
- Serve as the basis for developing a strategy to enhance existing and future businesses which operate in the North 94 area;
- Develop tactics to attract businesses which will serve existing and future residents while fostering the commercial nature of the area; and
- To guide the further enhancement of the North 94 area.

### **Acknowledgements**

#### **Mayor**

Patricia M. York

#### **City Council**

Rory Riddler, Ward 1  
Larry A. Muench, Ward 2  
Mark B. Brown, Ward 3  
Bob Kneemiller, Ward 4  
Michael T. Weller, Ward 5  
Jerry E. Reese, Ward 6  
Dorothy 'Dottie' Greer, Ward 7  
John Gieseke, Ward 8  
Joe Koester, Ward 9  
C.R. Bob Hoepfner, Ward 10

#### **Department of Public Works**

Michael W. Pratt P.E., Director

#### **Department of Community Development**

Tom Ashburn, AICP, Director  
Bruce Evans, AICP, Planning Manager  
Jacqueline Sprague, City Planner  
David Gipson, City Planner  
Charles Lovelace, GIS Coordinator

#### **North 94 Redevelopment and Revitalization Committee**

Dale Gondran, Committee Member  
Sue Jackson, Committee Member  
Jerry Kinnison, Committee Member  
Tim Busse, Committee Member  
Kenneth Biermann, Committee Member  
Mark McGraw, Committee Member  
Gary Saettle, Committee Member  
Wayne Anthony, St. Charles County  
Mike Valenti, City Administrator  
Michael Pratt, Public Works  
Tom Ashburn, Community Development  
Nadine Boon, Economic Development  
Patricia M. York, Mayor  
Rory Riddler, Council Liason  
John Gieseke, Council Liason

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## **II OVERVIEW**

The North 94 area is comprised of mostly commercial and light industrial type uses. The dominant zoning classification in both St. Charles City and St. Charles County is currently light industrial. This zoning classification entitles property owners to use the land in a wide variety of ways. Current uses range from fast food restaurants to industrial storage yards. A small number of low, medium, and high density residential uses exist.

An increasing amount of residential development is taking place to the north and west of the North 94 area. The North 94 area is in position to act as a gateway to the New Town and Boschertown Road developments. The increase in population and vehicular traffic will undoubtedly change the nature of the area. The North 94 area will have to redevelop and re-invent itself to take full advantage of the economic opportunities presented by the increase in residential activity. A shift from an industrial and heavy commercial environment to a retail and neighborhood commercial environment will become a key factor in the future success and viability of the North 94 area.

Recognizing a need to begin the redevelopment process, the City Council of the City of St. Charles put forward a resolution creating the North 94 Redevelopment and Revitalization Committee. The Committee is comprised of residents, business owners and corporate representatives from the North 94 area. The Committee has worked closely with City and County Staff to devise a strategy which will enhance the area and ensure its economic success.

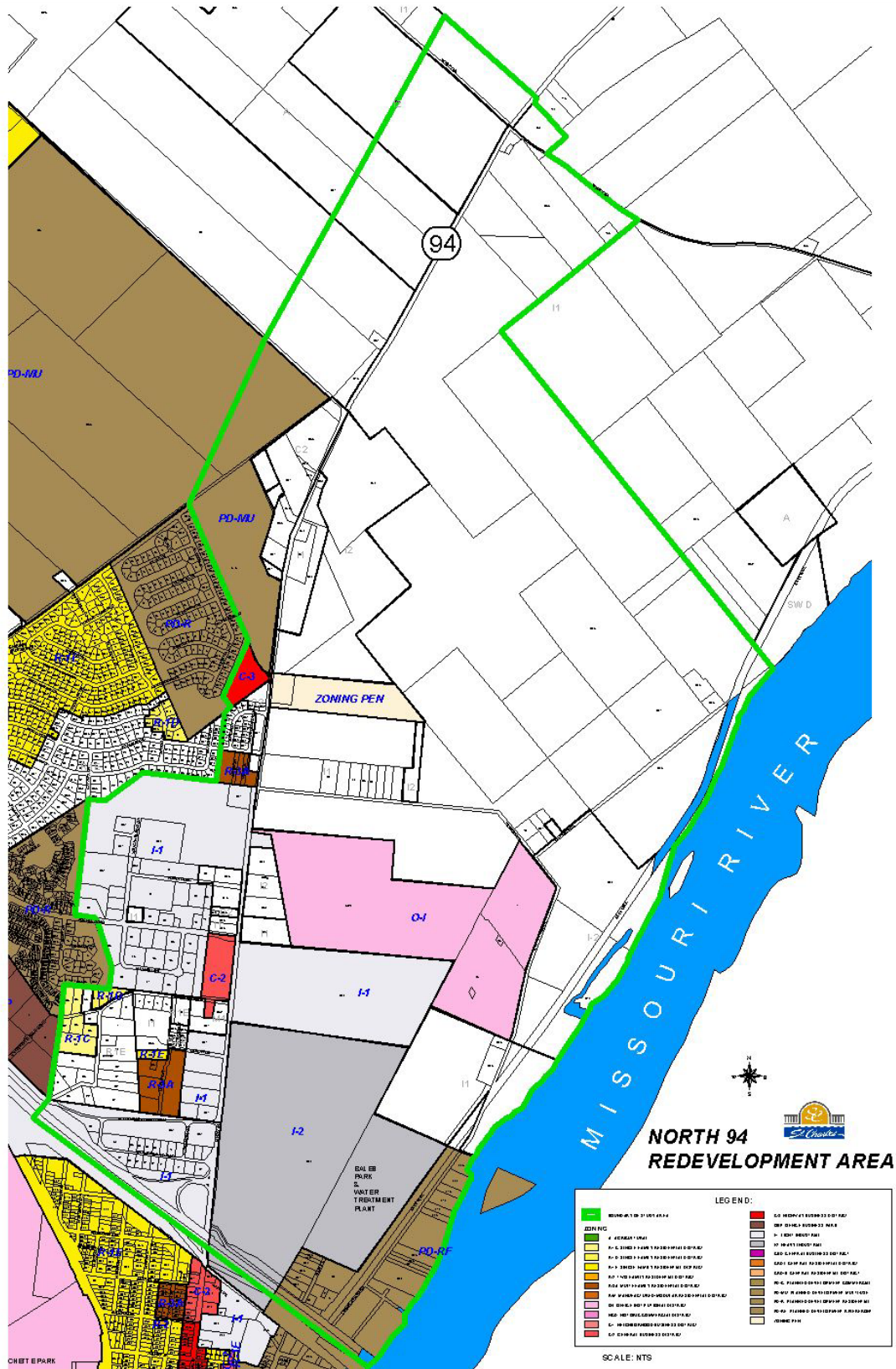
This document represents the community's vision for the North 94 Redevelopment Area, as well as the findings of the North 94 Redevelopment and Revitalization Committee. Results of the North 94 Redevelopment and Revitalization Committee meetings were used to create a redevelopment plan for the North 94 area. The redevelopment plan was specifically crafted to further strengthen the North 94 area and to guide its future development. The assignment was commissioned by the City of St. Charles. The North 94 Redevelopment Plan was completed by City Staff from the Department of Community Development, in conjunction with the North 94 Redevelopment and Revitalization Committee.

### **III STUDY AREA**

The North 94 Redevelopment Area was established by the North 94 Redevelopment and Revitalization Committee. It encompasses a number of existing asset properties and several areas prone to future development. The study area includes the Boeing complex, portions of the New Town development, several historic structures, the Katy Trail and nearly two miles of frontage on the Missouri River.

The North 94 Redevelopment Area is a 3.03 square mile area in northeastern St. Charles. The area extends along North Highway 94, from Highway 370 in the south, to a point just north of Blase Station Road. The Missouri River forms the eastern border of the study area. The western border of the study area extends into the New Town development to the north and includes Riverview Lane to the south.





## **IV GOALS AND OBJECTIVES**

The North 94 Redevelopment Plan provides a foundation for the successful revitalization and enhancement of the North 94 Redevelopment Area. The North 94 Redevelopment and Revitalization Committee established six goals and objectives in order to guide the planning and redevelopment of the study area. These goals and objectives are the driving force behind the effort to establish a dynamic environment in the North 94 area.

**A. Create an identity for the North 94 area.**

- Clarify and strengthen the image of the neighborhood

**B. Improve transportation in the North 94 area.**

- Improve state, county and city roadways in order to enhance connections within the North 94 area and provide links to the entire region.

**C. Identify problem properties and adopt a strategy for eliminating them.**

- Several properties in the North 94 area are vacant, underutilized or do not conform to the nature of the adjacent properties. Addressing these properties will help to ensure the successful redevelopment of the area.

**D. Identify asset properties and adopt a strategy for attracting land uses that complement and build upon them.**

- The North 94 area has a number of properties which contribute to the viability of the corridor. The City and County must use these quality establishments as the starting point for redevelopment.

**E. Identify enhancements to improve the aesthetics of the area.**

- Developing design standards and enhancing the streetscape will help to create and bolster the unique identity of the area.

**F. Create links between the North 94 area and Frenchtown.**

- The area of North Third Street between Highway 370 and Tecumseh Street is an area of transition for motorists between the two districts. A strong relationship between the North 94 Redevelopment Committee and the Historic Frenchtown Association will be mutually beneficial as this area redevelops.

## **V STRATEGIES**

This chapter includes a recommended course of action to further enhance the North Highway 94 area and to achieve the goals and objectives of the study. This course of action should be implemented by the private and public sectors - in partnership.

The recommended course of action was specifically tailored to:

- Attain the community's defined vision for the project area;
- Capture the economic opportunities facing the North Highway 94 area;
- Move the North Highway 94 area -- from its present state -- on to a higher level of economic success.

The recommended course of action follows.

### **A. Goal #1 Create an identity for the North 94 area.**

1. Rename the section of Highway 94 between Highway 370 and Blase Station Road.

The name should reflect the nature of the area or activities associated with it. Street names are becoming an increasingly popular way to advertise and enhance the character of both neighborhoods and regions.

The public should be encouraged to participate in the name selection process. The North 94 Redevelopment and Revitalization Committee could sponsor a contest to select a name for the highway. The name change would need approval from the Missouri Department of Transportation.

2. A logo should be adopted for the North 94 area.

The image or script on the logo should project a particular attitude or represent a prominent feature of the area. A logo will help to reinforce the identity of the area and provide a distinctive feature which separates it from the rest of the City and region.

Use of the logo on signage and activity markers will help to promote a sense of place. The Riverfront Concept Plan has encouraged the creation of logos for several amenities and areas



along the riverfront. The North 94 area should be included in the effort to create many distinctive “places” throughout the City.

3. Design guidelines/standards should be adopted for the area.

Design guidelines help to maintain a cohesive streetscape. Structures with similar setbacks and building materials promote a sense of place by creating uniformity for both motorists and pedestrians. The design of new structures could be reviewed for approval along with site plans and signage.

Steps should also be taken to design and install uniform street signs and lighting fixtures that are unique to the area. Uniform street signs and lighting would further enhance the streetscape and present another distinctive feature to visitors in the area. This arrangement is used effectively in the City’s Historic Districts.

4. Adopt uniform zoning in both the City and County.

The North 94 area is a jurisdictional “hodge-podge”. Numerous properties within the area are within unincorporated St. Charles County. In several places, the City and County have conflicting zoning districts adjacent to one-another. Zoning in the North 94 area should be reviewed by both entities and uniform zoning adopted through a collaborative effort.

Revised zoning districts should be enacted only after careful examination of the Redevelopment Plan and the types of uses it recommends. This will help to eliminate zoning districts that would allow land uses that are inconsistent with the desired image. Uniform zoning will also ensure that property owners wishing to annex into the City of St. Charles will already have uses in place which conform to the City’s zoning ordinance.

5. Evaluate the possibility of creating a Boschertown Historic District.

A historic district further enhances the identity of the area by linking it with its unique history. There are several structures that contribute to the rural heritage of the area and could warrant historic designation.

Many areas throughout the City of St. Charles are immediately recognized and identified by their historic designations. A historic district designation often becomes a source of pride within a neighborhood. Each of the City’s historic districts has its own association and provides an opportunity for individuals to become

involved with the local community. Steps should be taken to begin the designation process as soon as possible.

6. Install signage that identifies the area at major entrances.

This signage should include the neighborhood logo. Signage will help to enhance recognition of the North 94 area and perceptually define it. This type of signage should be placed at all major entrances to the area. Special signage should also be used to identify the Boschertown Historic District.

Directional signage should be installed at the Highway 370 – Highway 94 (North Third) interchange. Signage placed at the interchange will promote the North 94 area as a major entrance to the City of St. Charles. Highway signage will also establish the North 94 area as a destination.

**B. Goal #2 Improve transportation in the North 94 area.**

1. Widen Highway 94 to five lanes, with the center lane containing a raised landscaped median at strategic locations with turning bays as needed. Seek the input of local business owners when selecting locations for the median and turning bays.

Highway 94 is a state right-of-way. Therefore, any improvements to the roadway will require the approval and cooperation of the Missouri Department of Transportation (MoDOT). City officials should contact MoDOT as soon as possible and inquire as to the state's plans for future improvements to this highway. Because the state plans and budgets for its road improvement projects several years in advance, the City needs to explore with MoDOT at the earliest date possible the feasibility of widening this roadway, the time frame for such a project, and the potential sources of funding. The City may wish to take an official action (such as a resolution passed by the City Council) formally requesting that MoDOT add Highway 94 North to its road program at the earliest available year.

MoDOT should also be asked to identify the additional right-of-way that would be required on both sides of the road for a widening project. Once the needed right-of-way has been acquired, the City and County should take steps to preserve that area from any development in order to reduce acquisition costs when the widening project is funded.

In conjunction with an effort to convince MoDOT to adopt a plan for the widening of Highway 94 North, the City needs to explore funding options for such a project. Given the limitations on state funding for highway projects, the City cannot rely on state funding alone to achieve this goal. If the desired improvements to Highway 94 are to be achieved in a realistic time frame, the City must secure funding to supplement or even replace state funding.

Among the possible sources: a transportation development district (TDD) in the North 94 area; funding from the St. Charles County Road Board; and advance payments by the City and/or County to MoDOT to get the improvement project underway sooner than would otherwise be possible. A committee made up of public works, planning and economic development personnel from both the City and County should be formed as soon as possible to formulate a proposal to MoDOT, evaluate possible funding sources and make recommendations to the City Council and County Council.

An effort should be made to seek the input of business owners along Highway 94 when refining the proposal for a raised median and turning bays. A raised landscaped median in the center of the highway will give the roadway the appearance of a boulevard and greatly improve the streetscape. The aesthetic benefits of a landscaped median are significant, and any project to widen Highway 94 should include such a feature. The median should not, however, block or hinder access to the businesses that depend upon Highway 94 for survival. Breaks in the median for turning bays should be carefully selected and spaced so as to provide adequate vehicular access to both sides of the street.

Businesses along Highway 94 must be invited to participate in this planning process. Regular public meetings should be scheduled at a convenient location in the North 94 area so that businesses will have an opportunity to offer input and comment on plans as they evolve. This process might best be initiated with a survey mailed to all business/property owners in the study area to present the concept and encourage their participation in the planning process.

2. Add a shoulder to Highway 94 for a bike/trolley lane.

Any project to widen Highway 94 North should include a lane on the shoulder of the roadway dedicated to bikes and, if feasible, the city's trolley. This dedicated bike path could provide connections

to the Katy Trail and other trails, as well as a convenient route to parks in the City's north end.

Establishment of a bike path along Highway 94 should be coordinated with the City Parks Department and the new city-wide trails plan. Obviously, the bike path will need to be part of the overall improvement project presented to MoDOT. Parks Department personnel should be involved in planning the bike path. The City and County should explore available grants to fund the bike path, and funding is also a possibility from the Great Rivers Greenway.

3. Identify improvements at major intersections: 94 and Little Hills Expressway, 94 and Fox Hill Road, 94 and Hawning Road, 94 and the future entrance to New Town, and 94 and Highway B.

Little Hills Expressway, Fox Hill Road, Hawning Road, the future entrance to New Town, and Highway B are the primary streets intersecting with Highway 94 North in the study area. Each intersection carries a moderate to high volume of traffic, and each is key to achieving an improved transportation system in the North 94 area.

Basic improvements that should be installed at all of these intersections are lighting, signage and landscaping. Each intersection should feature street lights, uniform signs and landscaping at corners and around light standards and signs. As a driver travels through the North 94 area, each intersection should serve as a reminder that this is a unique, defined neighborhood with its own character and standards.

Because some of the streets are state routes, some are County, and still others are City, it will be necessary to coordinate with all three jurisdictions. Input from the City Beautification Commission should be sought on this objective. The Beautification Commission could be asked to create a prototype for a desired North 94 intersection, which could then be used to plan improvements at all the intersections, with modifications as warranted by the unique characteristics of each junction. Furthermore, the Beautification Commission could be asked to coordinate and direct this particular project and dedicate some of its funds to the effort. Other potential funding sources would be a transportation development district and funds already set aside in the City budget for North 94 redevelopment.

4. Identify routes for trails that will connect with the Katy Trail, Mississippi River Trail and with other trails within and outside of the area.

The City recently adopted a comprehensive city-wide trails plan. The plan includes an inventory of existing trails in the City and makes recommendations for new trails and a greatly expanded trails network. The lead agency for the implementation of the trails plan will be the St. Charles Department of Parks and Recreation. The Parks Department should be asked to assign a high priority to trails within the North 94 area.

The study area includes a significant segment of the Katy Trail, which should serve as the trunk or base trail from which a network of trails can grow. Proposed trails within the North 94 area should be endorsed and adopted by this plan by reference, and there should be close coordination between the two plans on this matter. Furthermore, the City should coordinate trails in the study area with the interconnected system of greenways, parks and trails now being planned by the Great Rivers Greenway District.

5. Expand SCAT bus routes and bus stops in the area.

The St. Charles Area Transit system, otherwise known as SCAT, consists of five bus routes which provide transportation to various locations within St. Charles, as well as to the Metro North Hanley light-rail station. All routes run Monday through Friday, and fares are extremely reasonable: children under 6 ride free; riders 6 to 62 years of age pay 25¢, and riders over 62 ride free.

Currently, the SCAT system's orange route runs along Highway 94 North to Wright Drive to Marina apartments, then continues north on 94 to Fox Hill road to Boschertown road. The City should evaluate the feasibility of an expansion of the orange route farther north on 94 to serve the Mamelles Hills and Stable Ridge subdivisions, and New Town in the future. The City should also examine the possibility of bus stops at the Boeing plant, DuSable Park, and the flood buyout property on Hawning Road when development occurs there. Expanding SCAT and making the bus more accessible to more residents will reduce dependence on the automobile and reduce the real or perceived isolation that now characterizes the North 94 area.

6. Establish a park-and-ride lot in the area, adjacent to Highway 94.

To encourage carpooling, the City should create one or more park and ride commuter lots in the study area. Potential sites would be at the Highway 370-Highway 94 interchange, which would be attractive to residents with employment in north St. Louis County; the vacant land along Little Hills Expressway; and the flood buyout property on Hawning Road just east of 94.

The City should contact MoDOT and explore the possibility of state assistance for such facilities. St. Charles County should also be asked to participate. Commuters who have a convenient location at which to leave their vehicles during that day are more likely to spend more time and dollars in the surrounding area than if they simply pass through it on the way to work.

7. Install sidewalks throughout the North 94 area.

Transportation improvements should not overlook transportation by foot. Residents deserve a system of sidewalks that allows them to walk to neighborhood services. Sidewalks tie a neighborhood together, get more people on the street, and give a neighborhood a sense of community. The North 94 area lacks sidewalks now.

The City should commit to a sidewalk program in the study area that calls for sidewalks along Highway 94 as far north as the future entrance to New Town, Fox Hill Road, Wright Drive and Riverview Drive. Where economically feasible, sidewalks should have street lights for safety. As new development occurs in the study area, sidewalks should be required. Again, a transportation development district could provide funding for a sidewalk program. At a minimum, the Public Works Department should be asked to raise the priority of sidewalks in this area on its long term city-wide sidewalk program.

**C. Goal # 3 Identify problem properties and adopt a strategy for eliminating them.**

1. Identify all properties in the area that contain undesirable and/or detrimental land uses.

The North 94 area currently has several properties with land uses that are not appropriate for the area or are not maintained. Before any action can be taken, all properties in the area that contain undesirable and/or detrimental land uses must be identified. It will be important to determine which uses are permitted under current zoning regulations and which uses are non-conforming. Chronic problem properties tend to be an economic drain on a business district and drag down the value of the area as a whole.

Most properties in the area were developed before the enactment of the current landscaping, architectural design, signage and screening regulations. Many of these properties have slatted chain link fences in disrepair, exposed mechanical rooftop units, pole signs and unenclosed outdoor storage areas. The majority of properties in the area are inadequately landscaped or completely paved. These elements all work against the aesthetic quality of the area and could dissuade future business owners from locating there.

2. Require by ordinance the elimination of all nonconforming land uses.

There are few existing strategies to eliminate nonconforming uses. The most common practice is to encourage problem property owners to bring nonconforming elements into compliance as they seek to enhance, expand, or improve their properties. Existing nonconformities at these properties would have to be remedied prior to the issuance of any new building permits. This technique for eliminating nonconformities is most often applied during the process for site plan approval.

The most extreme method of eliminating non conforming uses is amortization. Amortization requires by ordinance, the elimination of all nonconforming land uses within a specific time frame. The usual amortization period is ten to fifteen years. Many municipalities have successfully used this technique. It is typical to amortize properties without buildings more rapidly than properties that have been developed and built upon. Few municipalities attempt to amortize actual structures as several

states have ruled it to be a taking and unconstitutional. Any effort to amortize properties should be thoroughly examined by legal staff prior to enactment.

3. Rezone properties in City and County to eliminate zoning that would allow land uses deemed undesirable or detrimental to the area.

Rezoning is an effective way to prevent the future establishment of undesirable uses in the North 94 area. An effort should be made in both the City and County to rezone properties and eliminate zoning that would allow detrimental land uses. The City and County should work together to ensure that the new zoning classifications are compatible with one another.

Rezoning will eventually affect existing nonconforming uses as well. If a property which is currently in use were to be down-zoned to a less intense use, it would be allowed to operate until the current use is changed. The new use would have to be a permitted use in the lesser zoning classification. The property would no longer have a nonconforming status and could be a contributor to the North 94 area.

4. Make landscaping and screening grants available.

Landscaping and screening grants should be used as incentives for existing properties with undesirable aesthetic conditions to improve their appearance. Establishing criteria for screening grants and acquiring funding should be a major goal of the streetscape plan.

There are several storage yards in the North 94 area that do not currently have adequate screening. Boats, trailers, industrial material, trucks, and construction supplies are visible in many places along public right-of-way. Other properties have chain link fence with vinyl slats, many of which are damaged or broken. Properties with slatted, damaged, or rusty fences along major public streets should have the opportunity to access these grants and improve their properties.

Very few of the properties in the North 94 area have enough landscaping to comply with current regulations. Businesses along Highway 94 should be eligible for grants to enhance their properties by increasing landscaped areas. Grant money should also be used to screen rooftop mechanical units and dumpsters that do not comply with the City's architectural design standards.



Money to support beatification grants is available from several public and private entities.

5. Prioritize code enforcement in the area, particularly property maintenance codes.

The City of St. Charles should intensify the enforcement of all building and occupancy related codes in the North 94 area. There are also numerous properties in violation of property maintenance codes. Maintenance codes exist to ensure the aesthetic quality of the area. They include things such as weed control, derelict vehicles and outdoor storage of materials, trailers and boats. All of the above mentioned items can currently be found in the North 94 area. The County should also be encouraged to prioritize code enforcement in the area.

6. Develop incentives to encourage problem land uses to relocate to more appropriate locations.

The most efficient and least intrusive way to approach the problem of nonconforming uses is voluntary relocation. Many of the problem land uses involve some type of heavy commercial or industrial use. As the North 94 area is down-zoned, these businesses could be persuaded to relocate to other areas within the City and County that have been zoned for light industrial use. In the majority of cases, a property owner will not relocate without some type of incentives. City and County staff should devise a relocation strategy and develop implementation incentives. The City of St. Charles Department of Economic Development should take an active role in this effort.

**D. Goal #4 Identify asset properties and adopt a strategy for attracting land uses that complement and build upon them.**

1. Identify asset properties and use them as anchors to attract new development that complements the area's image and character.

The North 94 area has a good mixture of asset properties, including commercial, industrial and residential uses. Several key properties are identified below.

- i. Boeing's large plant and office complex at the intersection of Highway 370 and Highway 94 brings a large number of employees to the area everyday. More commercial uses need to be established near the complex. Boeing

employees would represent a large section of the customer base for adjacent restaurants and cafes.

The Boeing complex could offer an opportunity to attract high tech and clean industry to the area. A major obstacle in attracting more high tech industry in the North 94 area is the Missouri River floodplain. Another complex of this size is not feasible for this particular area of the City.

- ii. Fast Lane Cars operates an automobile dealership on the west side of Highway 94, just north of Highway 370. Fast Lane restores and sells classic automobiles and memorabilia. Several large car shows and events are held at the facility every year. These events bring crowds of people to the North 94 area.

The area around Fast Lane Cars could develop with a 1950s theme. The 1950s are often associated with classic automobiles and memorabilia has become increasingly popular over the last few decades. The North 94 area should look to take advantage of this by establishing several attractions associated with this era. These attractions could include drive-in restaurants, a drive-in theater and a museum.

- iii. The New Town at St. Charles is currently being developed in the northwest part of the North 94 area. With over 4,000 rooftops, the New Town development will undoubtedly change the role of the entire North 94 area. Highway 94 will soon act as a gateway to the largest residential development in the City of St. Charles.

Many residents of New Town will travel between Boschertown Road and Highway 370 on a daily basis. The North 94 area is in an excellent position to take advantage of this economic opportunity. The area will need to attract or expand a number of uses and services along Highway 94.

- iv. The City of St. Charles has actively promoted the redevelopment of the Missouri riverfront. The North 94 area has approximately 2 miles of riverfront and is an integral part of the redevelopment effort. The uses intended for this section of the Missouri River are recreational in nature. Uses should include parks, trails, RV parks, boat docks and open space.

The Missouri Riverfront Concept Plan defines this area of the riverfront as the Point Dusable Park/Eco Park/Area-Wide Mitigation Area. It calls for an expansion of trail networks in the area and a major trailhead facility that acts as a 'central station' for the junction of the Katy Trail, Mississippi River Trail, St. Charles County, and the Great Rivers Greenway District's trail systems. The Riverfront Plan also suggests that selected areas be cleared to visually link parks and trails with the Missouri River. The Eco Park project is underway and will provide visitors the opportunity to engage the river and view its surroundings in a natural state.

- v. The small enclave of buildings known as "Boschertown" should be expanded upon to create an area with a historic agrarian theme. In addition to the pursuit of a historic designation, uses that complement the theme should be sought for the area. These uses could include a trading post, farmer's market, general store, and a trailhead with connections the Katy Trail system.

2. Designate a preferred use for the former trailer park properties purchased with flood buyout funds.

The type of usage for the 116 acre, City-owned property, is limited to recreation and agriculture. City staff and elected officials have expressed interest in developing the property for agriculture. A study is currently underway within the Department of Community Development to determine the feasibility of a working-farm on the site. The City has also established a relationship with the University of Missouri and its extension services. The City should explore a potential collaboration with the University in developing the site.

A portion of the farm would be used as a living-history farm. This would provide visitors the opportunity to see how a farm was run in the late 1800s or early 1900s. The remaining acreage would be used as some type of community farm. Within the community farm, associations and charity groups could lease space at a low cost for vegetable gardens. Volunteers would work the gardens and the food would be donated to those supported by the organizations. The money created by the leases would be used to offset the operational costs of the living history farm. A scenario such as this would be an excellent way to recreate or

bring back the Commons, a prominent element of the City's history.

Another possible idea is to create the community farm using the principles of Community Supported Agriculture. This is where members of the community can volunteer to work on the farm and receive fresh fruits and vegetables in exchange. Such a farm could include vegetable gardens, an orchard and a pumpkin patch in the fall.

3. As the North 94 area grows, it will become necessary to identify desired land uses not now found in the area and designate appropriate locations for them.

This process will become increasingly important as the New Town development progresses. The types of desired uses are predominantly service and retail oriented. The four uses that will contribute the greatest to area-wide economic success are retail, grocery, dining, and neighborhood services.

The increased population will create a large demand for a large-scale grocery store and essential neighborhood services. These services include banks, cleaners, insurance agencies and similar establishments. Shopping and dining opportunities are currently lacking in the area. These types of activities bring "life" to the area and will help to establish North 94 as a destination.

4. Adopt a historic preservation plan for the Boschertown Historic District.

The historic designation process should start with a historic survey which identifies structures in the area over 50 years old that have significance in the history of the area. Those properties should then be designated as historic. This area could include a mixture of historic structures and carefully chosen new developments that represent and celebrate the agrarian heritage of the district.

The Boschertown Historic District should have some type of connection to the living history farm. The district should be linked with the living history farm through the trail system. A horse trail could be developed alongside the bike trail between the two attractions.

**E. Goal #5 Identify enhancements to improve the aesthetics of the area.**

1. Adopt a streetscape plan for Highway 94.

A streetscape plan would detail and illustrate particular design elements needed to enhance the aesthetics along Highway 94. A streetscape plan includes items such as lighting fixtures, street signs, signage and landscaping. The streetscape plan would be used to develop guidelines relating to aesthetics. Most importantly, it would direct the establishment of landscape standards for properties with frontage on Highway 94. Landscaping standards help to ensure that the area develops with a uniform streetscape. The plan would also specify the desired landscaping of the raised median on Highway 94.

2. Install signage that identifies and promotes the North 94 area as an entrance or gateway to St. Charles.

This signage should be placed at major entrances to the area and at highway interchanges. Signage should include the neighborhood logo and a welcome message. Areas around the base of signage should be landscaped and well maintained. The signage, base landscaping and installation locations should be included in the area streetscape plan. Well placed and aesthetically pleasing signage will convey a positive image of the North 94 area and City to motorists and visitors.

3. Establish a trailhead on the Katy Trail in the area.

The trailhead should be located near or within the Eco Park or community farm. The trailhead could act as a major junction for a larger, regional system of trails. The Parks Department is working to implement a trail concept plan and should be encouraged to include a North 94 area trailhead.

The trailhead should be designed and landscaped to achieve the aesthetic quality envisioned in the Missouri Riverfront Concept Plan and also relate to the Highway 94 streetscape. It should be identified not only as a part of the riverfront, but as a part of the North 94 area as well.

4. Install decorative and functional street lighting in the area.

Lighting is an integral part of an attractive streetscape and should be included in the aforementioned streetscape plan. Decorative and uniformed lighting should be installed along primary roadways. Roadway lighting through the Boschertown Historic District should be designed to reflect the desired period of significance. Any new lighting or changes to existing lighting will require approval by the Missouri Department of Transportation.

5. In conjunction with the City and County Department of Public Works, identify and prioritize capital improvements.

Improvements should be identified for the next 10-25 years. A wide range of capital improvements will be needed within the area to accommodate the increase in population and vehicular traffic. There are also a number of improvements needed to remedy current problems. The City and County should work together to coordinate improvements and funding for the area.

Major projects include lighting, the widening of Highway 94, the Fifth Street extension, and stormwater drainage. Stormwater drainage is major concern within the North 94 area. The topography of the land is very flat and water does not drain in many places. Several stormwater inlets and pipes are blocked or congested with silt and other debris causing property and roadway flooding. With an increase in development eminent, this matter will need to be addressed as a high priority. The Department of Public Works should consider using decorative lakes and fountains to manage runoff and enhance the aesthetics of the area.

6. Recognize the importance of the future Fifth Street extension to the North 94 area and identify preferred land uses at the point where it will enter the area.

The Fifth Street extension will connect with the Little Hills Expressway, just west of the area. However, many motorists will be utilizing the roadway to connect with Highway 94. Land usage along Little Hills Expressway, between the intersection of Fifth Street and Little Hills Expressway and the intersection of Little Hills Expressway and Highway 94, should be selected with care. This area will be an ideal location for retail and neighborhood service businesses. The current I-1 Light Industrial District zoning permits this type of development; however, a less intense zoning classification may be more appropriate for area.



7. Develop and adopt facade standards for the area.

The facade standards will be an important part of the design guidelines for the area. The facade standards will play an important role in the creation of a uniform streetscape. Separate sets of standards should be created for the Boschertown Historic District and the rest of the North 94 area.

A facade grant program could be implemented in the North 94 area. There is currently a facade grant program in four different parts of the City and all have had a good response. The grants could also be used to screen properties that are aesthetically undesirable.

8. Encourage St. Charles County to adopt the City's stricter sign regulations for unincorporated properties in the North 94 area.

The City and County should coordinate sign regulations in order to bring more conformity to the streetscape. The City of St. Charles does not allow any type of freestanding pole signs to be erected. All existing pole signs must be removed and replaced by a freestanding monument sign by the year 2012. The City also has a strict limit on the size of signs for individual business.

A uniform sign code in both the City and County will help to create a seamless streetscape. It will also prevent businesses currently within the County from being in violation of the City sign code if they choose to be annexed.

9. Create a neighborhood center near the intersection of Fox Hill Road and Highway 94.

The neighborhood center should include public spaces on both sides of the Highway. The neighborhood center could be comprised of a park, library, or similar public amenity. If placed north of Fox Hill Road, this center would be at the end of the raised landscaped median on Highway 94. The road should be narrowed at this point to slow traffic and improve its accessibility. This will also help to pedestrianize the area and encourage residents to walk or ride bicycles from one amenity to another.



**F. Goal #6 Create links between the North 94 area and Frenchtown.**

1. Create connections or links between the North 94 area and Frenchtown using signage, historical markers, maps and information kiosks.

The Frenchtown Process Committee plans to improve the streetscape along Highway 94 through the Frenchtown Preservation District. Some of the improvements include: uniform street benches, trash cans, banners, lamp posts, bicycle racks and landscaping. These items will be placed in front of businesses, along Highway 94 from Clark Street to Tecumseh ending at the newly proposed round-a-bout.

New banners have recently been installed on several of the utility poles promoting and defining the boundaries of the Frenchtown Historic Preservation District. The banners let visitors know that they are in a recognized neighborhood. The new street furniture, lighting and sidewalks will be unique to the Frenchtown Neighborhood, creating a sense of place for the District. In addition to the street improvements there are several historic markers in Frenchtown depicting locations of historically significant persons and places.

There are plans for a new round-a-bout at the intersection of Tecumseh and North Third Street. This road improvement will be an attractive entrance to the Frenchtown Preservation District with new brick pavers, landscaping and signage informing drivers they are entering Frenchtown. This new improvement is a possible location for an information kiosk.

The following actions are recommended to help facilitate the linkage between the Frenchtown Preservation District and the North 94 area:

1. Similar street enhancements as Frenchtown be defined and implemented for the North 94 area.
2. Uniform signs should be installed at the new round-a-bout and along North Third Street directing citizens from the North 94 corridor to the Frenchtown Preservation District and vice versa.
3. Information with regard to the North 94 Corridor and Frenchtown should be available near the new round-a-bout at Tecumseh and North Third Street.

2. Create pedestrian/bike paths connecting the two neighborhoods, using the Katy Trail as the anchor.

The Katy Trail is near both neighborhoods and would serve as a direct link between the two areas if it were accessible in each neighborhood. There is a proposed plan for a future trail to be developed that connects North Highway 94 to the Katy Trail just south of Hawning Road, running through the City buyout property. This trail connects the North 94 area to the Katy Trail. The Katy Trail runs straight through Frenchtown, with access at Blanchette Landing on Olive Street.

There are also future plans for the old railroad spur that runs through Frenchtown, between Lawrence Street and Montgomery Street, to be used as a bike trail. This future trail will link Frenchtown, as well as the Katy Trail to the proposed Fifth Street overpass and then again into the North 94 area. It is recommended that both of the plans for the future trails be implemented to provide a direct route from the North 94 corridor to the Frenchtown Neighborhood using the Katy Trail.



Figure 1 Trails proposed in the Trail Concept Plan

3. Apply the recommendations in the Frenchtown Neighborhood Economic Enhancement Strategy and the Missouri Riverfront Plan to the North 94 area where appropriate.

The following recommendations are made in the Frenchtown Economic Enhancement Strategy and should be applied to the North 94 area:

- a. Formal adoption, by the City of St. Charles, of the North 94 Redevelopment Plan as the official guide for further enhancements of Highway 94;
- b. Create a private-public consortium to oversee implementation of the Redevelopment Plan;
- c. Establish and hold regular meetings of the consortium;
- d. Pedestrianize the corridor through identifying specific sidewalk and streetscape improvements needed and implement improvements.
- e. Create a unique economic niche and personality for the corridor by identifying an existing common prevalent characteristic.
- f. Create and promote incentives such as funding for landscaping and building improvements.

A portion of the Missouri Riverfront Concept Plan call for a Point Dusable Village that is located within the study area. The development of such village and the possible connection of this village to the Blanchette Landing will strengthen connections and links between the North 94 corridor and Frenchtown. The following recommendations are made in the Missouri Riverfront Concept Plan and should be applied to the North 94 area:

- a. Expand trail network and create strong connections between Point Dusable and the future Eco Park.
- b. Where appropriate, selectively clear areas that perceptually link Point Dusable with the Missouri River and Blanchette Landing along the KATY Trail. This recommendation further facilitates the recommendation for connections between Frenchtown and the North 94 area.
- c. Further the development of the Area-Wide mitigation Area as an eco-tourism attraction with wetlands, nature viewing sites for Waterfowl and shorebirds, and other environmental interpretive elements.

- d. Incorporate major trailhead facility and create a “central station” or trails center for the junction of the KATY Trail, MRT, St. Charles County, and the Great Rivers Greenway District’s (GRGD) trail systems.
  - e. Continue investments and maintenance in Point Dusable Park, which provides a diverse array of recreational experiences, such as playgrounds, athletic fields, trails, and other community-oriented venues.
4. Use the future Fifth Street extension and the bridge over Highway 370 to connect the North 94 area to Frenchtown, as well as to Main Street and South Fifth Street.

The proposed plan to use the existing rail spur between Lawrence Street and Montgomery Street as a bike/pedestrian trail will link Frenchtown to Fifth Street. The proposed trail plan shows this trail to go west on Little Hills Expressway on to the Fountain Lakes Development. It is recommended that a bike/pedestrian path along Little Hills Expressway be extended east, with an appropriate crossing over North 94 and linkage to the Katy Trail.

5. Implement a plan that calls for the North 94 corridor to work with the Historic Frenchtown Association on beautification efforts in the connection area between the two districts.

The area between Highway 370 and Tecumseh is not part of the North 94 Redevelopment Plan, nor is it part of the Frenchtown Preservation District. This small stretch of road faces the same problems that the North 94 corridor and North Second Street face. This area is an entrance to the historic area of the City of St. Charles and a connection between Frenchtown and North 94. It is strongly recommended that North 94 and the Historic Frenchtown Association work closely to improve the area through streetscape enhancements as this is a major link between the two study areas.

## **VI ACTION PLAN**

The Action Plan section of the North 94 Redevelopment Plan outlines a recommended implementation process. The process is broken down into three phases. Each phase represents a time frame in which action should be taken on specific goals and strategies. The Action Plan is not static and should be adjusted as the process unfolds. Strategies can be moved from one phase to another if barriers or opportunities present themselves.

### **Phase 1**

The following is a list of actions that should be taken in the first three years after adoption of the North 94 Redevelopment Plan.

#### **Start the Process**

- A process committee should be formed to oversee the implementation of the North 94 Redevelopment Plan. This committee should include members of the North 94 Redevelopment and Revitalization Committee, City Staff, County Staff, elected officials and interested citizens.
- The North 94 Redevelopment Plan should be formally adopted by both the City of St. Charles and St. Charles County.

#### **Goal #1 Create an Identity**

- Rename the section of Highway 94 between Highway 370 and Blasé Station Road.
- Adopt a logo for the North 94 area. This logo will be used on directional signage and activity markers.
- Install signage that identifies the area at major intersections and if possible, along Highway 370.

#### **Goal # 2 Improve Transportation**

- Begin talks with the Missouri Department of Transportation and St. Charles County relative to the future widening and improvements necessary on Highway 94.
- Expand SCAT bus routes and stops in the area to include Boeing, Mamelles Hills and Stable Ridge.
- Establish a park-and-ride lot in the area. The lot should be in close proximity to Highway 94 and Highway 370.

- Open communications with the Parks Department in order to identify possible trail routes and plan a trail network for the area.

#### Goal #3 Problem Properties

- Identify all properties in the area that contain undesirable and/or detrimental land uses.
- The City and County should prioritize the enforcement of property maintenance codes in the area.
- Rezone properties in the City and County to eliminate zoning that would allow undesirable land uses.

#### Goal #4 Asset Properties

- Designate a use for the 116 acre City-owned property purchased with flood buyout funds.
- Begin the historic designation process for the Boschertown Historic District. This process should include a historic survey of all properties in the area over 50 years old.
- Work with the Department of Economic Development to develop incentives that will attract businesses to the area.

#### Goal #5 Enhancements

- Work with the Department of Public Works to identify and prioritize capital improvements.
- Establish a trailhead on the Katy Trail. The design should follow the principles set forth in the Missouri Riverfront Concept Plan.
- Encourage St. Charles County to adopt the City's stricter sign regulations for properties in the North 94 area.

#### Goal #6 Create Links to Frenchtown

- Open communications with the Frenchtown Economic Enhancement Strategy Process Committee.
- Work with the Parks Department, Great Rivers Greenways, and Frenchtown to establish trail connections between North 94, Frenchtown, the Katy Trail, and the regional trail system.

## **Phase 2**

The following is a list of actions that should be taken three to seven years after adoption of the North 94 Redevelopment Plan.

### **Goal #1 Create an Identity**

- Develop design guidelines for the North 94 area.
- Design and install uniform street signs throughout the study area.

### **Goal #2 Improve Transportation**

- Complete plans for the improvement and widening of Highway 94. Plans should include a bike/trolley lane along the shoulder. Steps should also be taken to secure funding for the project.
- Enhance landscaping, lighting and signage at major intersections.
- Install sidewalks at key locations.
- Expand SCAT bus routes to include the New Town at St. Charles.

### **Goal #3 Problem Properties**

- Develop and implement an amortization plan to eliminate nonconforming properties.
- Make landscaping and screening grants available to existing properties with undesirable aesthetic conditions.
- Work with the Department of Economic Development to develop incentives for problem land uses relocating to other parts of the City.

### **Goal #4 Asset Properties**

- Officially recognize the Boschertown Historic District.
- Develop the 116 acre City-owned property into the preferred land use.

### **Goal #5 Enhancements**

- Establish a façade grant program for the North 94 area.
- Devise a streetscape plan that includes lighting, landscaping and signage standards.

- Begin planning the neighborhood center at or near the intersection of Highway 94 and Fox Hill Road.
- Install uniform decorative street lighting throughout the area. This should be done in increments as funding becomes available.

Goal #6 Create Links to Frenchtown

- Link the North 94 area and New Town with Frenchtown via the Katy Trail.
- Work with the Frenchtown Economic Enhancement Strategy Process Committee and draft a plan for North Third Street.

**Phase 3**

The following is a list of actions that should be taken after Phase 2 is complete.

Goal #1 Create an Identity

- Adopt and enforce design guidelines for the North 94 area and Boschertown Historic District.

Goal #2 Improve Transportation

- Complete the Highway 94 widening and improvements.
- Install the North 94 area trail system and hub for the junction of the Katy Trail, Mississippi River Trail, St. Charles County and Great River Greenway District's trail systems.
- Install sidewalks throughout all of the North 94 area.

Goal #3 Problem Properties

- Complete amortization period and eliminate all problem properties.

Goal #4 Asset Properties

- Expand the Boschertown Historic District to include uses that complement its historic character. These uses include a general store, trading post, farmer's market and a trailhead.



Goal #5 Enhancements

- Adopt and implement the North 94 streetscape plan.
- Develop the neighborhood center near the intersection of Fox Hill Road and Highway 94.

Goal #6 Create Links to Frenchtown

- Complete the improvement of North Third Street in conjunction with the Frenchtown Economic Enhancement Strategy Process Committee.

## **VII SUMMARY AND CONCLUSIONS**

In the coming years, the North 94 area is poised to become one of the City's economic centers. The North 94 Redevelopment and Revitalization Committee has formulated a list of goals and objectives in order to guide future progress in the area. The North 94 Redevelopment Plan presents a course of action that will enable the area to accomplish those goals. Successful implementation of the Plan can only occur through the hard work of a group of determined individuals. Business owners, City and County Staff, elected officials and citizens alike should give the utmost priority to achieving the goals of the Plan and transforming North 94 into an environment conducive to healthy business and a good quality of life.